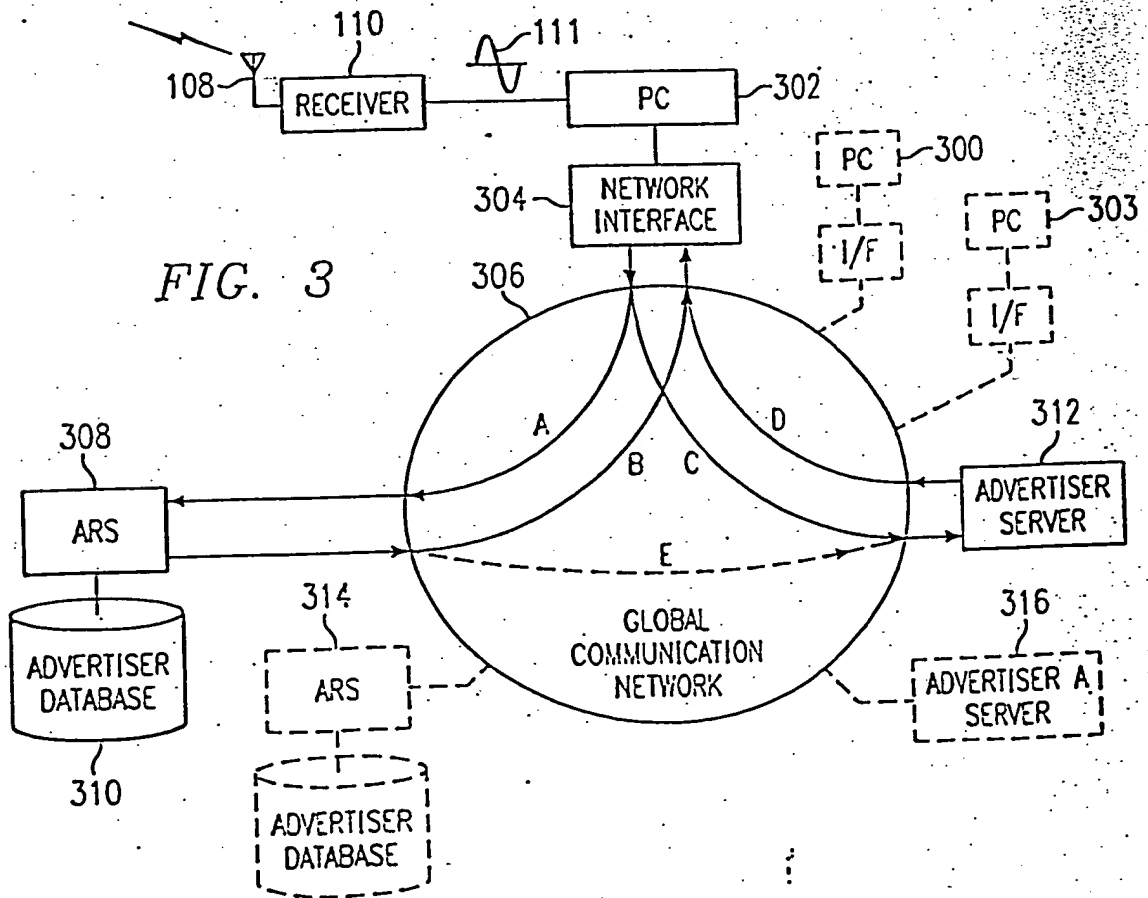
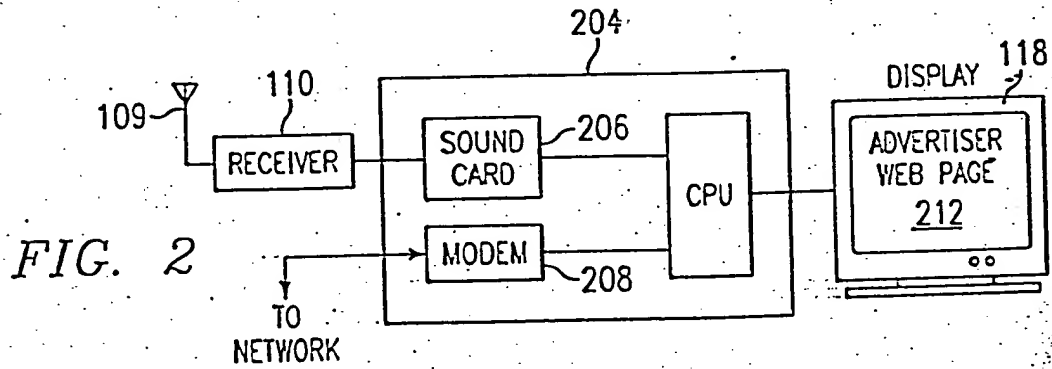
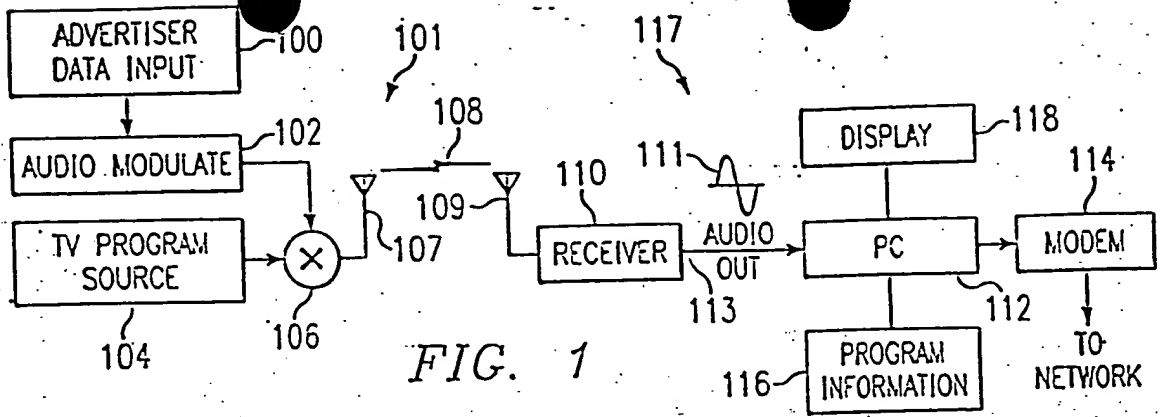


PHLY-24,710



PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

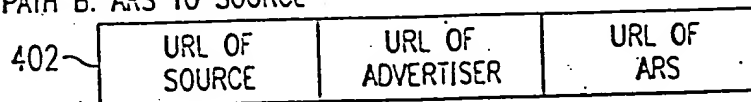


FIG. 4b

PATH C: SOURCE TO ADVERTISER

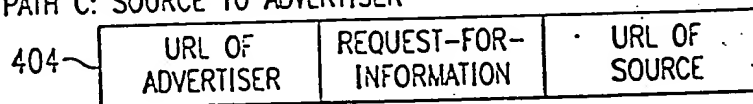


FIG. 4c

PATH D: ADVERTISER TO SOURCE

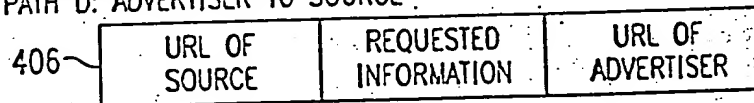


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

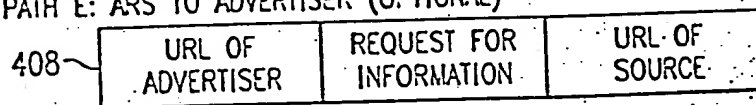


FIG. 4e

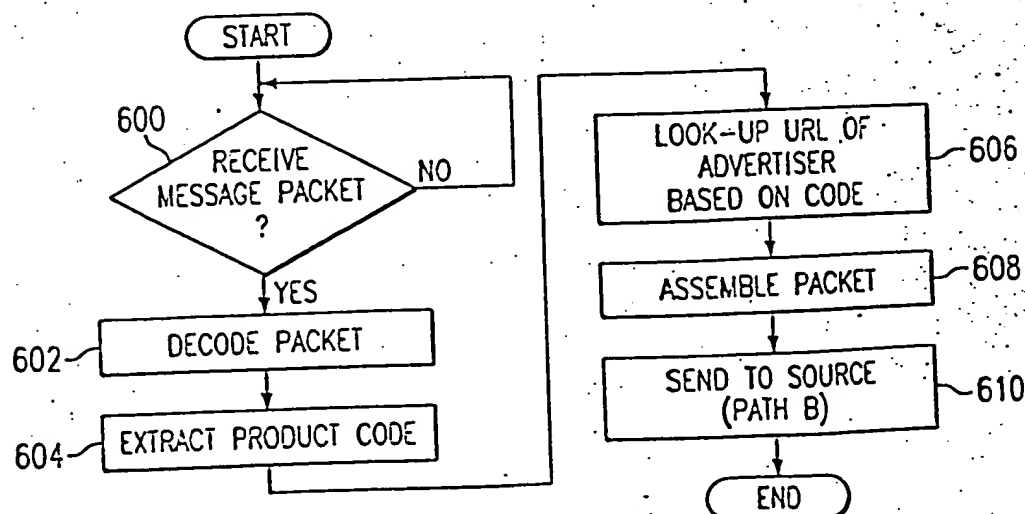


FIG. 6

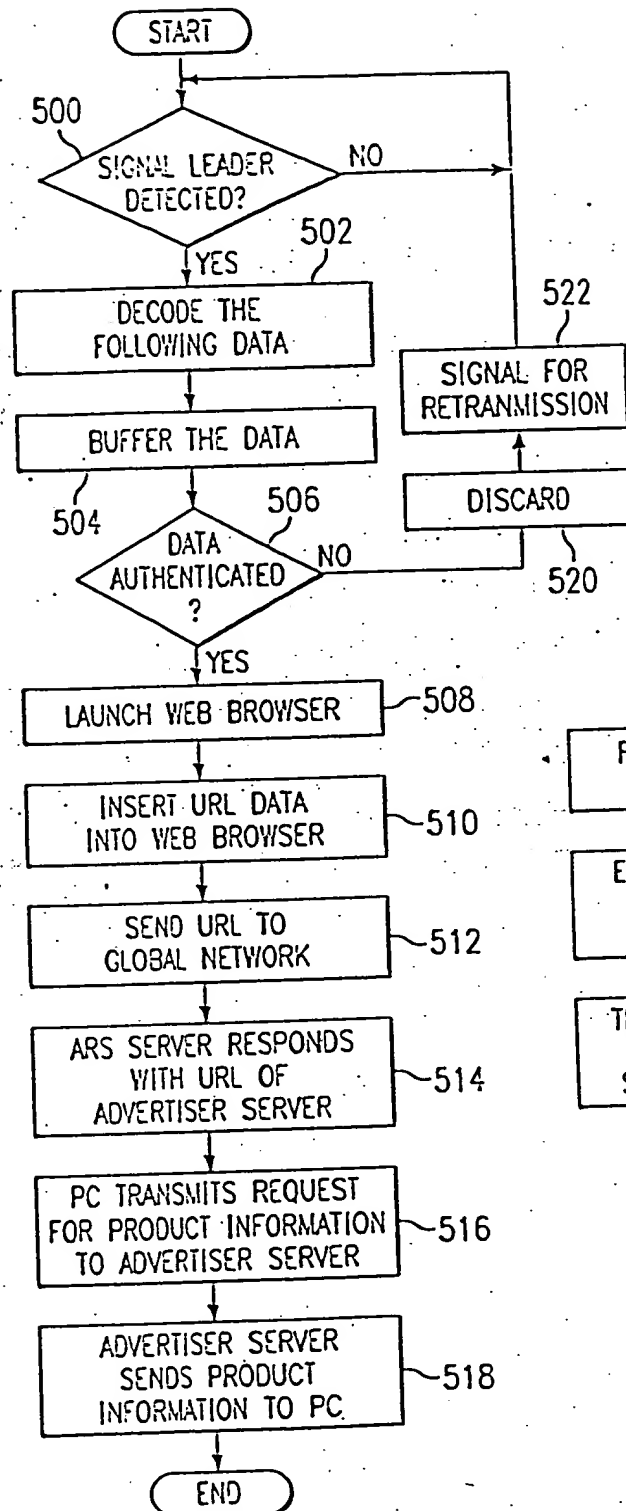


FIG. 5

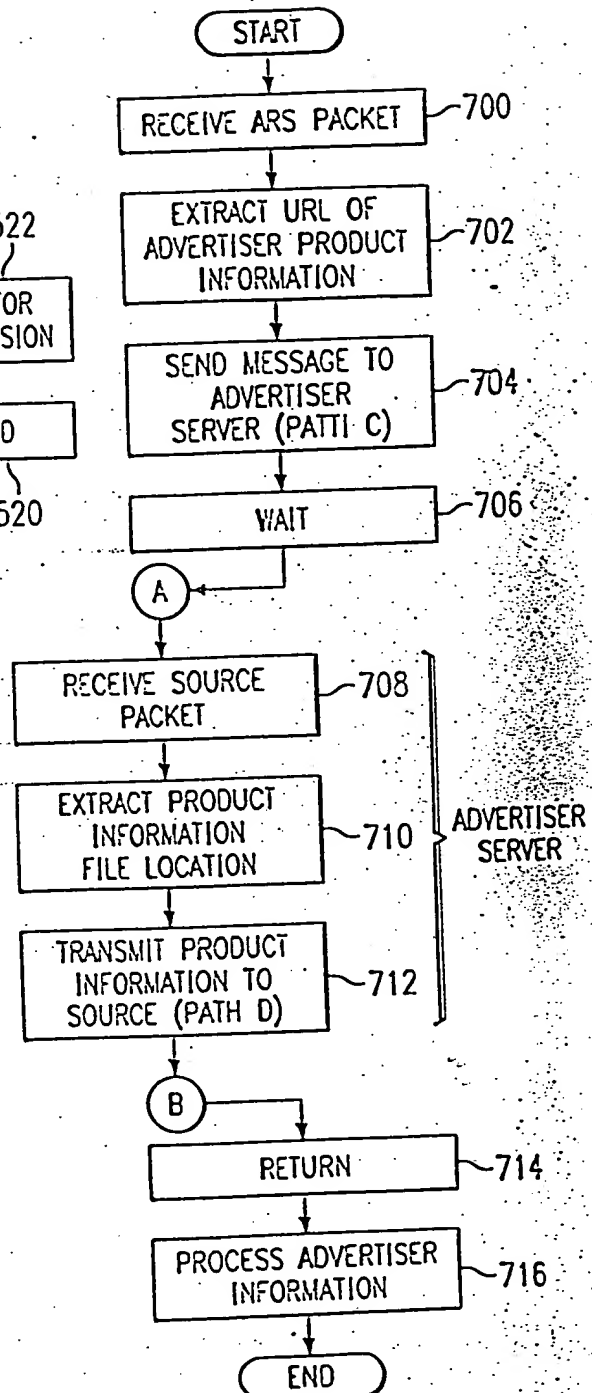


FIG. 7

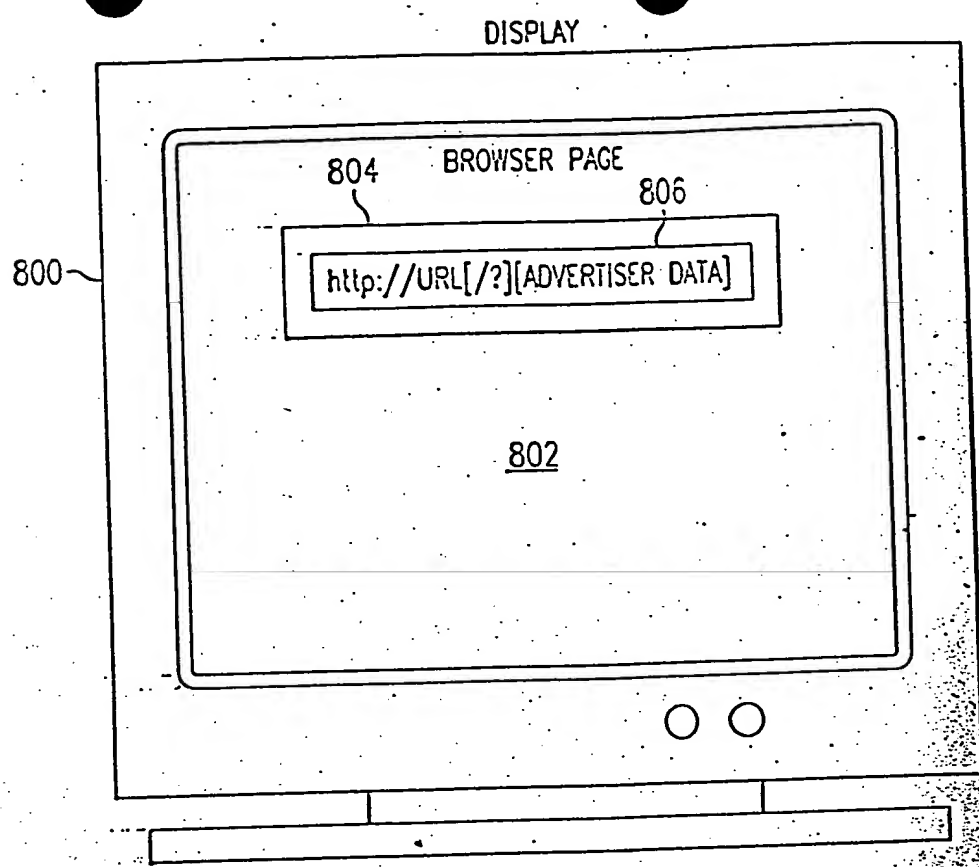


FIG. 8

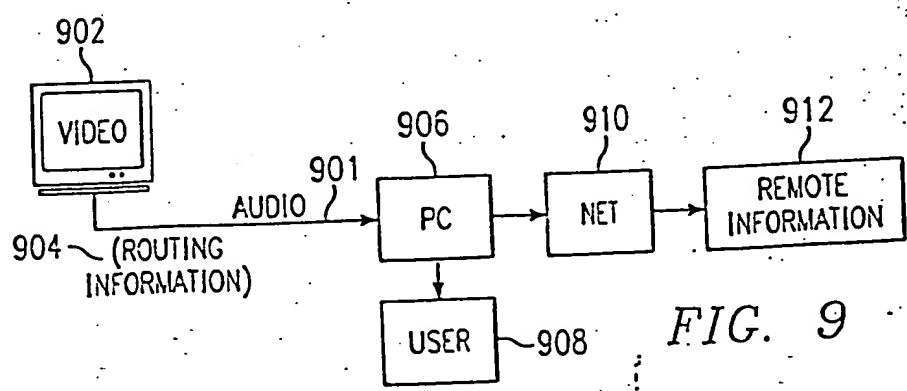
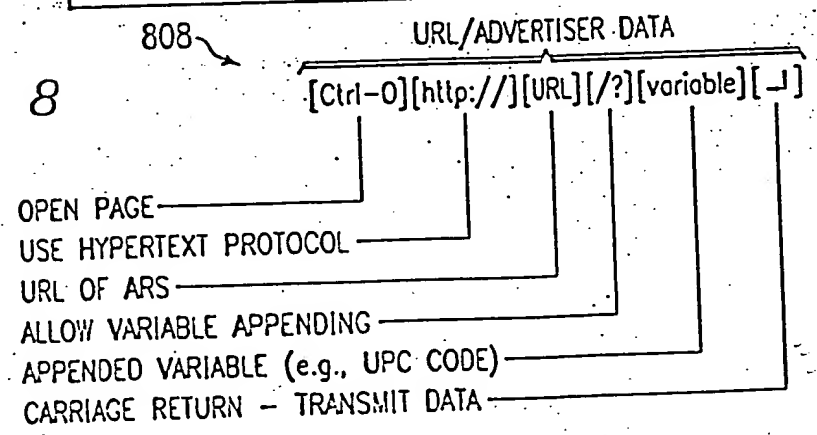
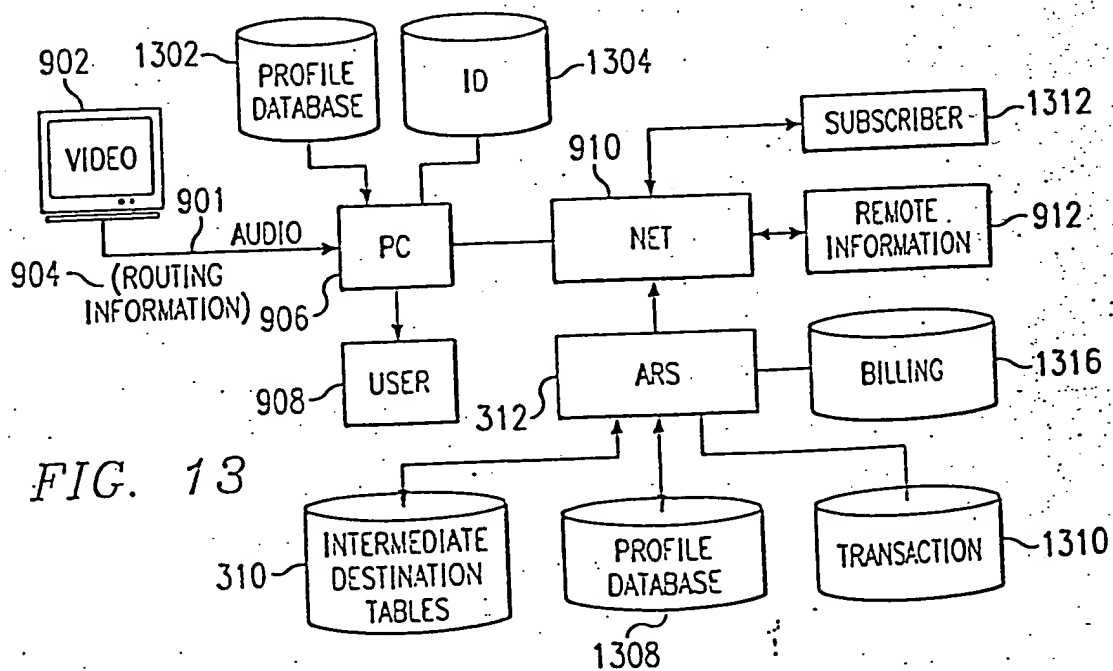
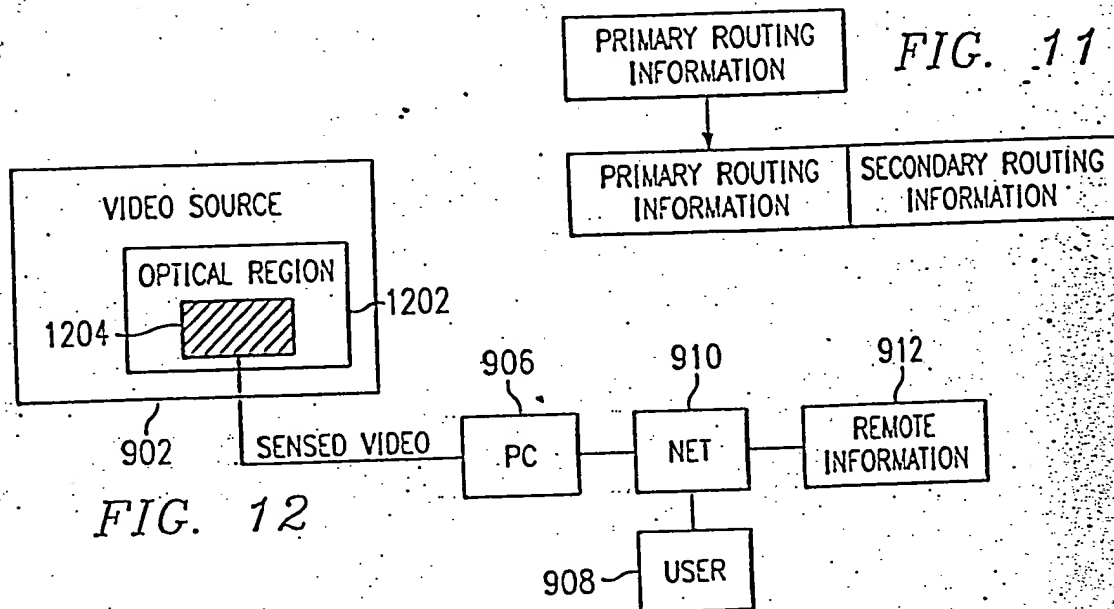
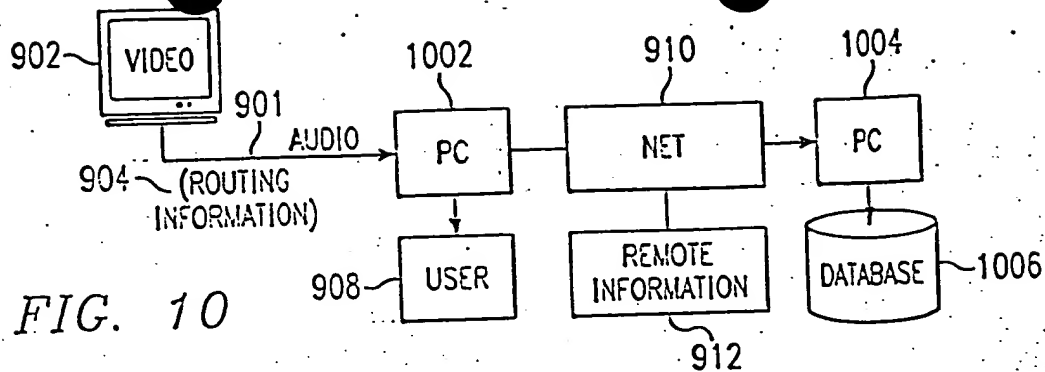


FIG. 9



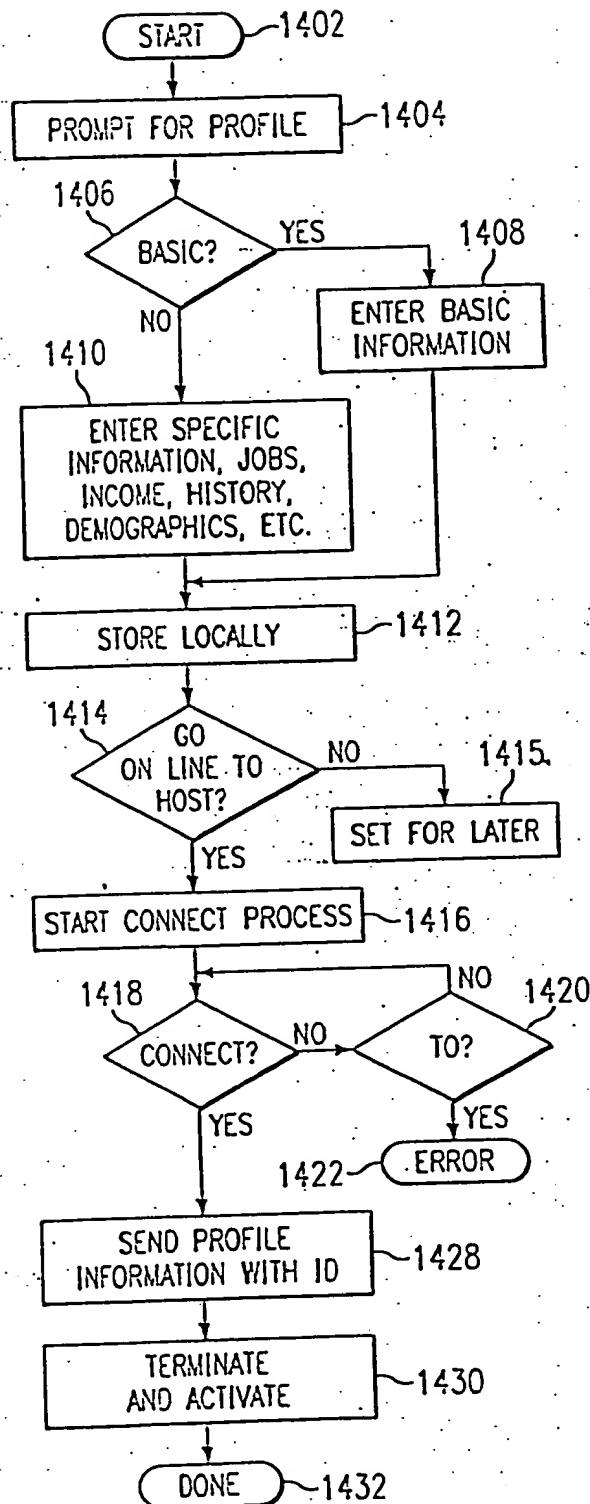


FIG. 14

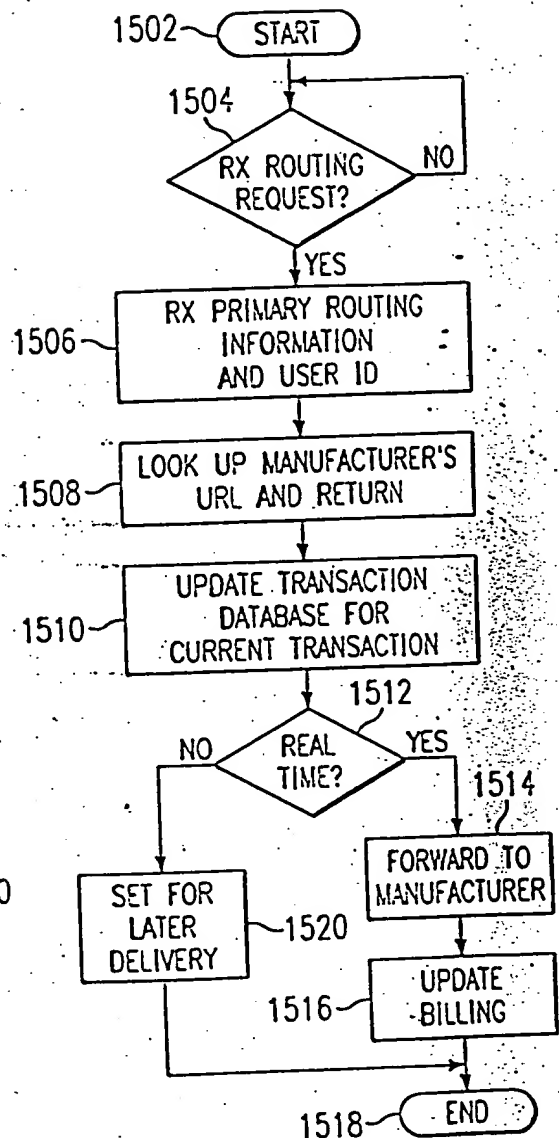


FIG. 15

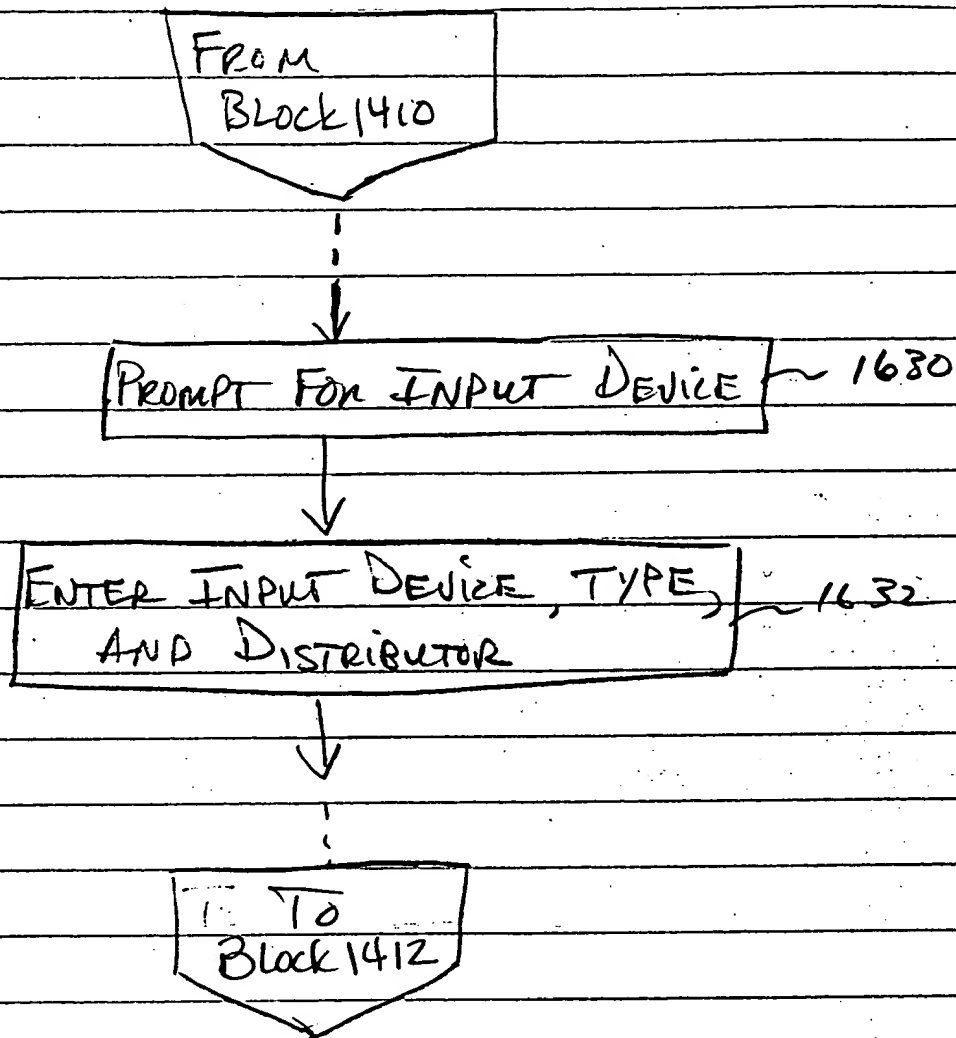


FIG. 16a

FIG. 16

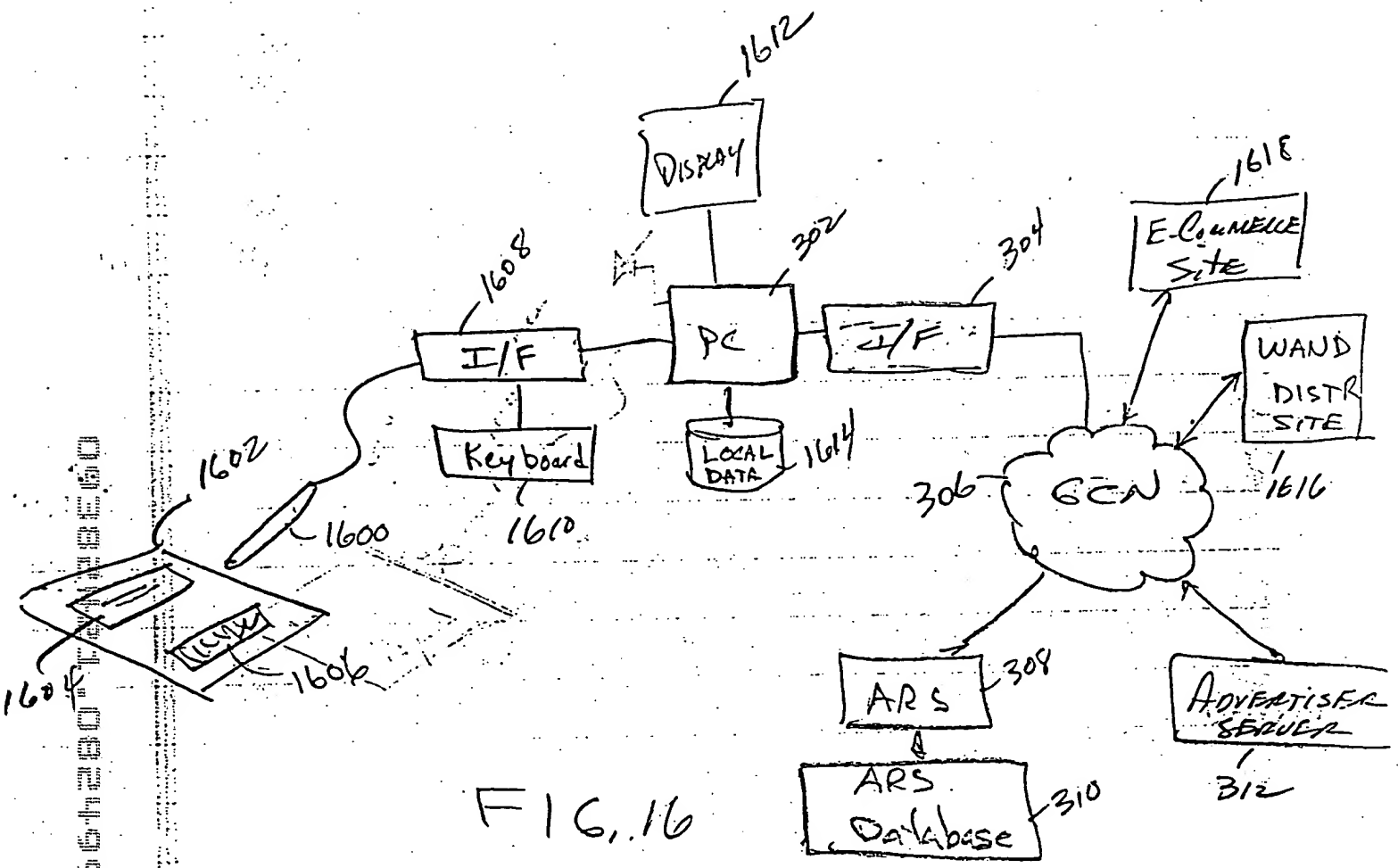


FIG. 16

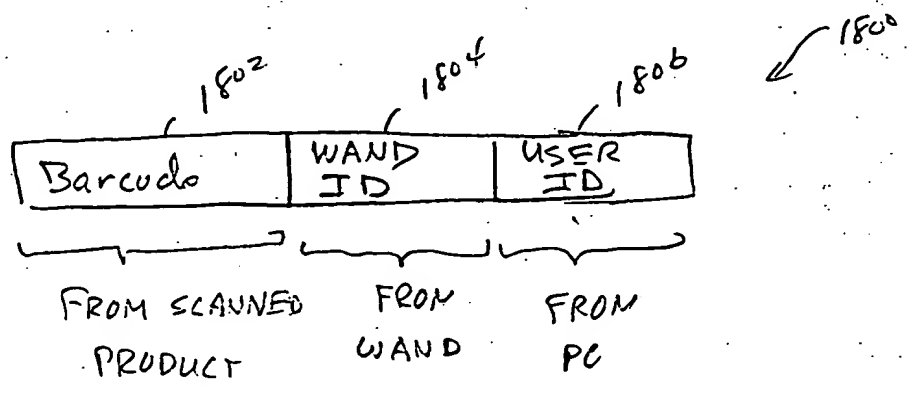
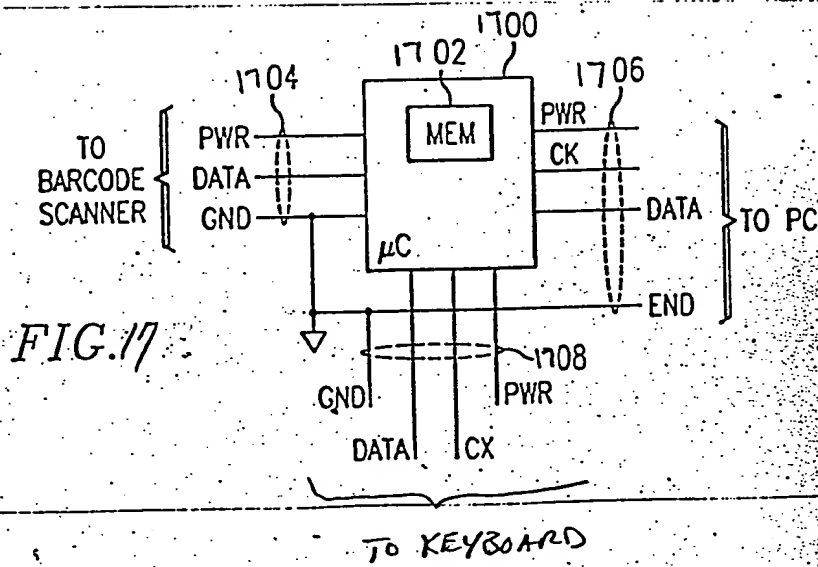


FIG. 18

1117-11,627
289
740



737 740

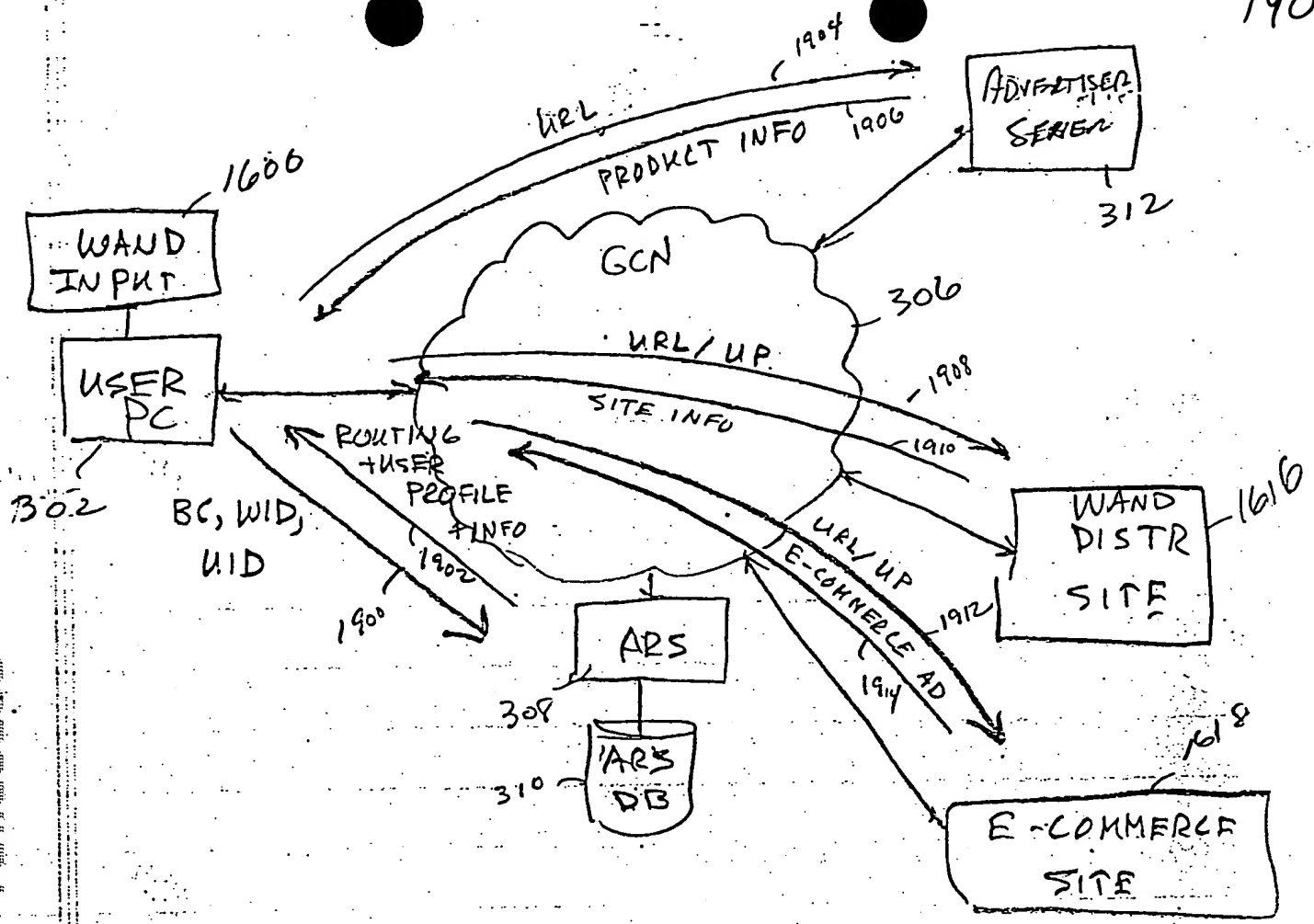


FIG. 19

654280" F2428E20

737 740

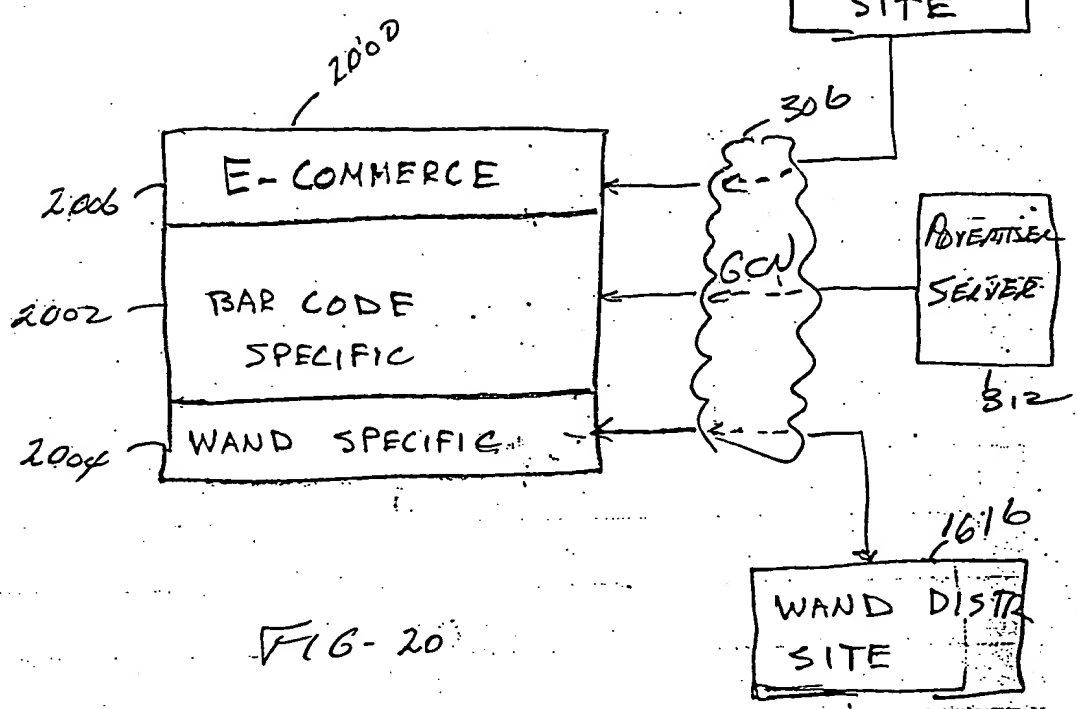


FIG- 20

2102		2104		2106	2108	
PRODUCT		WAND		USER	E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

ARS DATABASE

FIG- 21

239 740

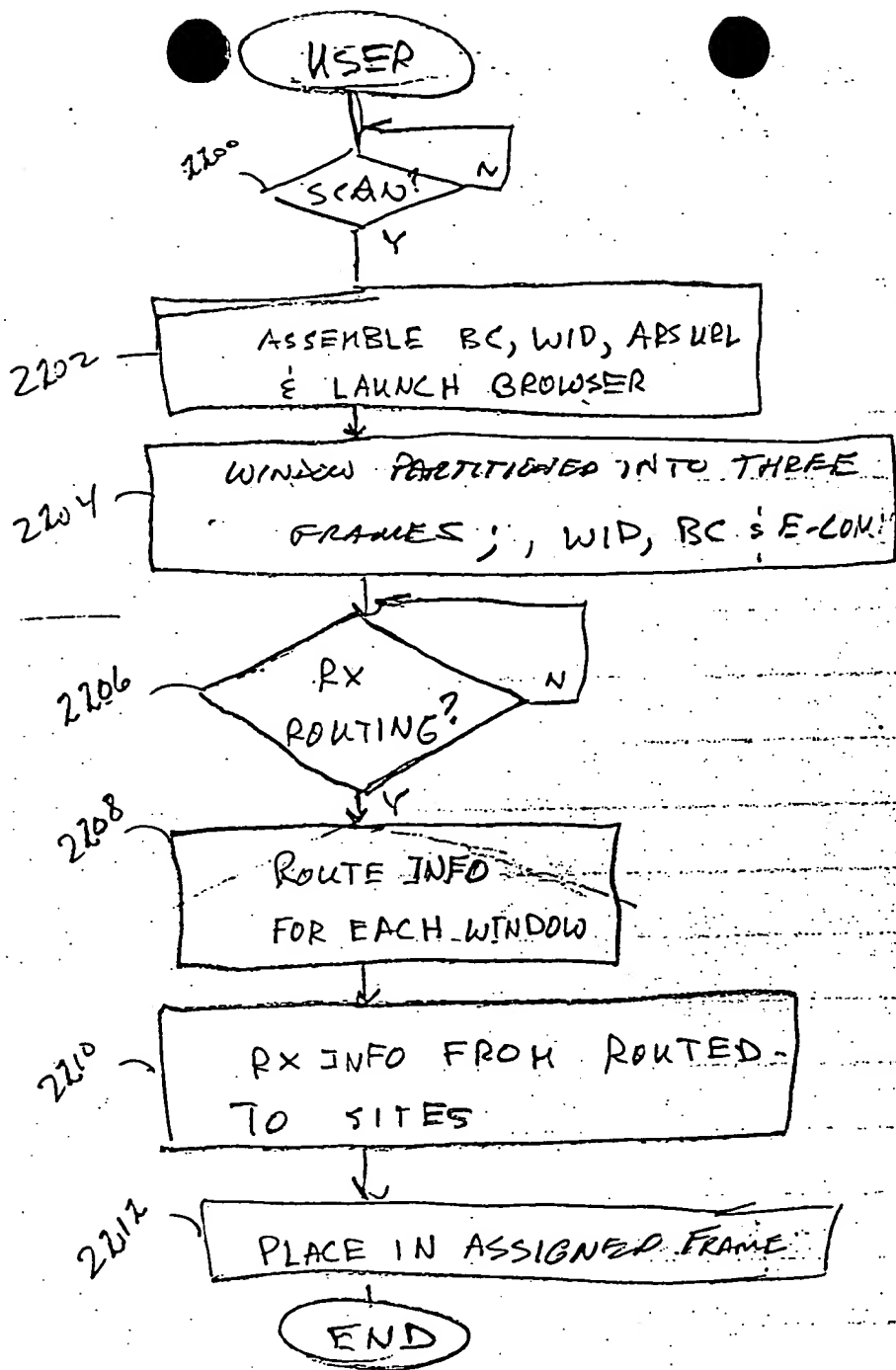


FIG-22

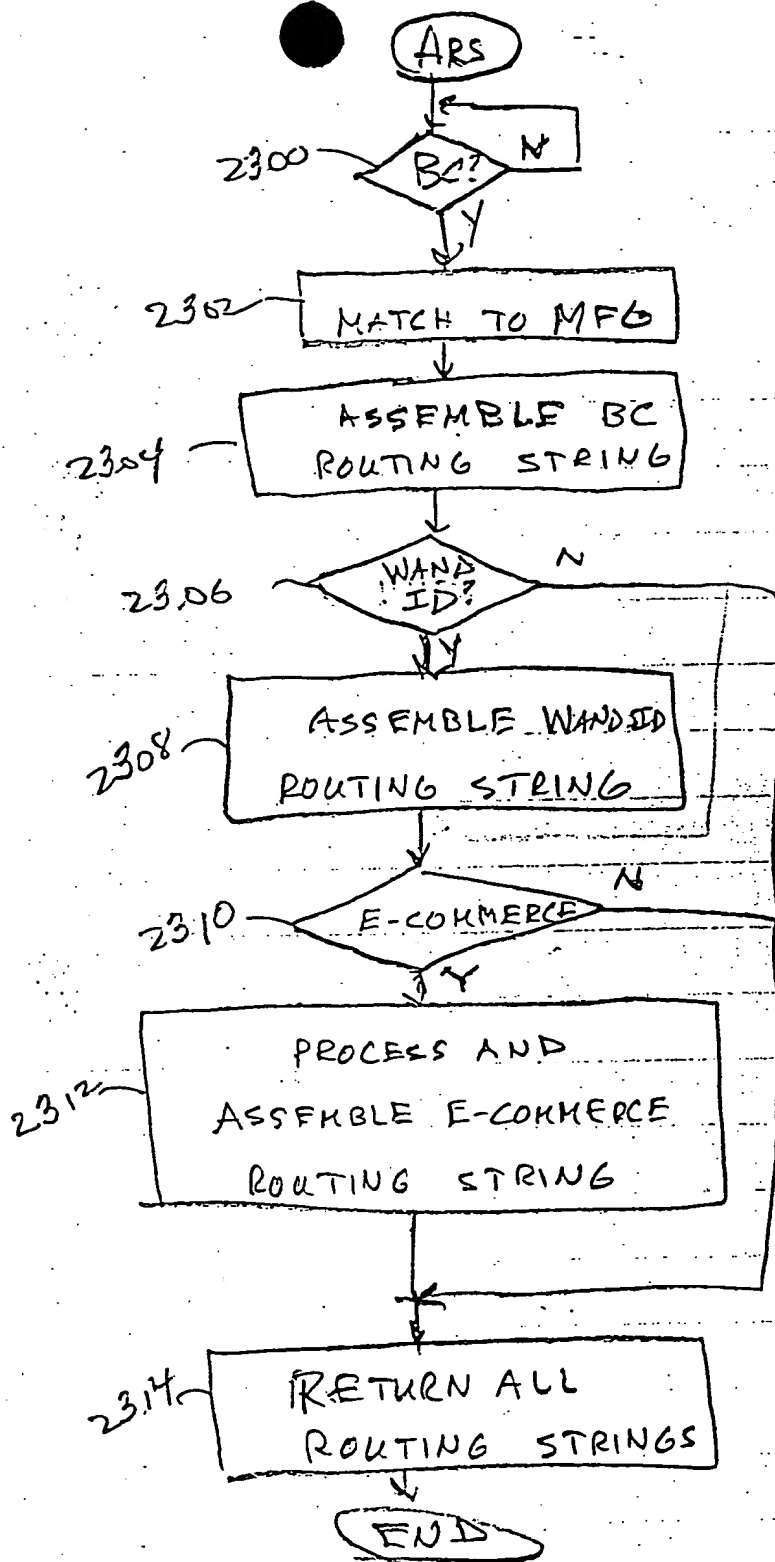


FIG. 23

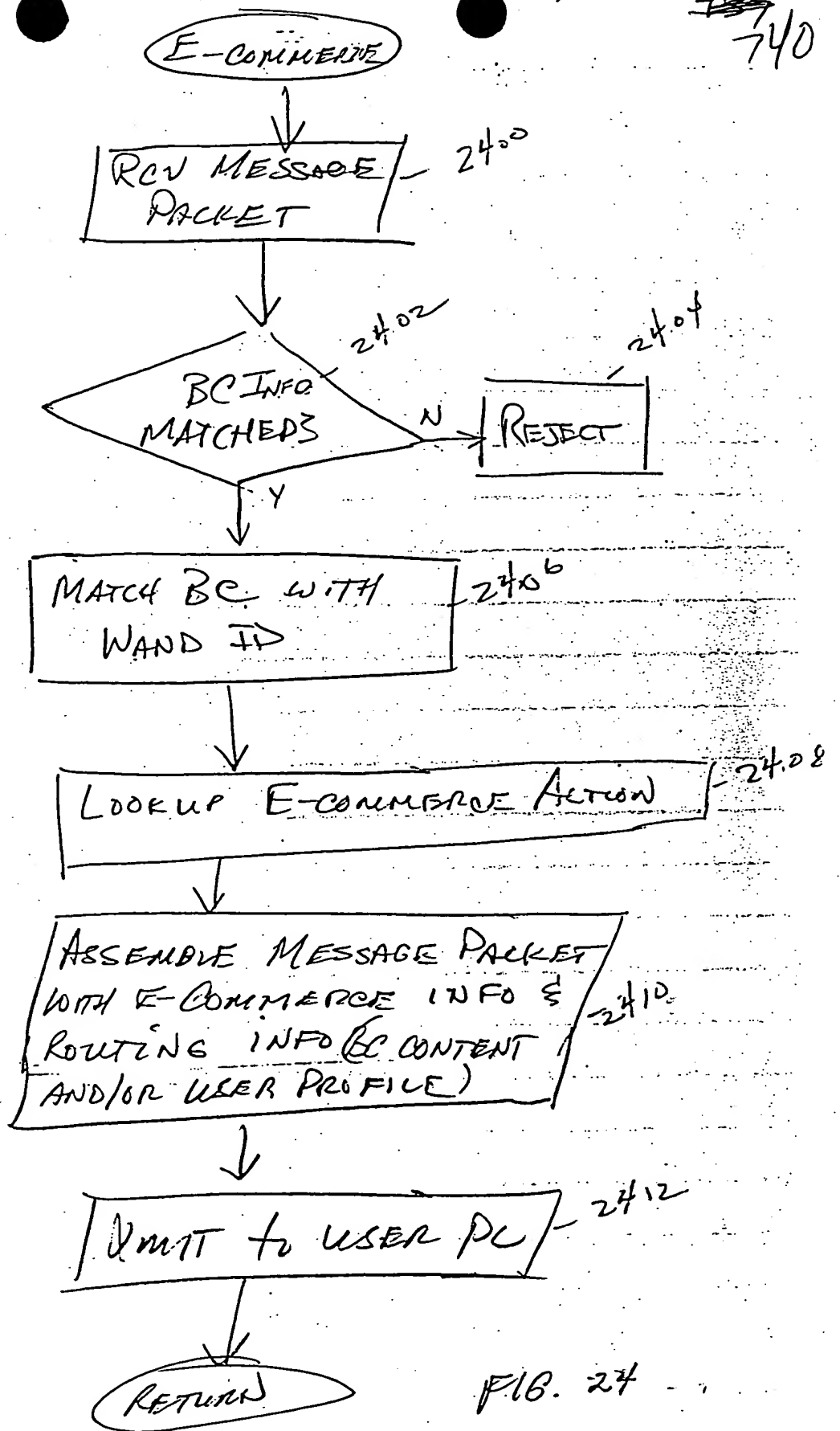


FIG. 24

661230-1 2423E60

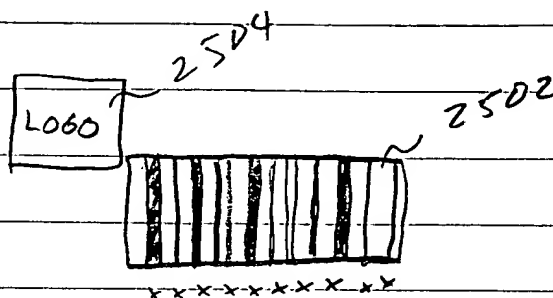


FIG 25a

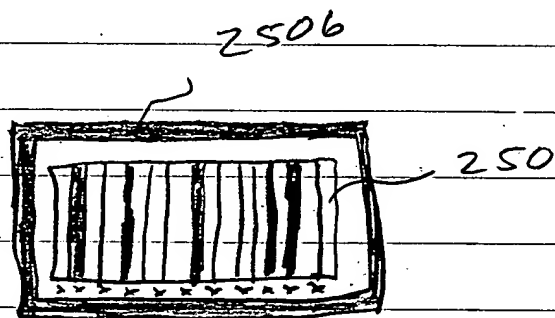


FIG 25b

654230 " 1 242360